Audit Bureau of Circulations

PRINTED AND RELEASED BY ABC NOVEMBER, 1991

AUDIT REPORT: Magazine

THE SPORTING NEWS
St. Louis, Missouri

CLASS, INDUSTRY OR FIELD SERVED: Sports.

1. AVERAGE PAID CIRCULATION FOR 12 MONTHS ENDED JUNE 30, 1990:

Subscriptions:		673,037
Single Copy Sales:		33,573
AVERAGE TOTAL PAID CIRCULATION		706,610
Advertising Rate Base		725,000
Average Total Non-Paid Distribution	35,033	

1a. AVERAGE PAID CIRCULATION of Regional, Metro and Demographic Editions:

Edition & number of issues		Rate Base	Edition & number of issues		Rate Base
Eastern (11)	238,652	239,000	Midwestern (11)	168,680	184,000
Southern (11)	177,723	174,000	Western (11)	133,275	128,000

2. PAID CIRCULATION BY ISSUES:

1989 Issue		Subscriptions	Single Copy Sales	Total Paid	1990 Issue		Subscriptions	Single Copy Sales	Total Paid
July	3	663,036	42,005	705,041	Jan.	1	612,103	45,074	657,177
	10	666,799	39,843	706,642		8	645,597	36,053	681,650
	17	672,233	42,209	714,442		15	647,152	34,264	681,416
	24	689,733	39,881	729,614		22	673,707	34,408	708,115
	31	695,110	41,546	736,656		29	670,793	30,872	701,665
Aug.	7	641,400	39,802	681,202	Feb.	5	683,576	31,874	715,450
	14	650,962	43,442	694,404		12	700,411	28,887	729,298
	21	666,674	40,557	707,231		18	705,906	21,290	727,196
	28	677,475	38,959	716,434		19	719,718	29,127	748,845
						26	728,202	30,224	758,426
Sept.	1	653,934	43,281	697,215	Mar.	5	700,988	31,086	732,074
	4	660,705	37,824	698,529		12	699,744	25,704	725,448
	11	672,589	35,131	707,720		19	685,440	25,324	710,764
	18	683,811	37,174	720,985		26	689,717	27,912	717,629
	25	692,542	34,808	727,350					
Oct.	2	668,994	32,374	701,368	Apr.	1	668,280	42,644	710,924
	9	667,489	33,187	700,676		2	676,694	25,420	702,114
	16	671,345	33,376	704,721		9	673,486	31,216	704,702
	23	680,038	30,912	710,950		16	679,949	34,992	714,941
	30	688,110	27,744	715,854		23	694,212	33,014	727,226
						30	699,316	33,487	732,803
Nov.	1	652,784	35,721	688,505	May	7	669,284	33,065	702,349
	6	659,207	26,341	685,548		14	672,788	29,185	701,973
	13	663,448	29,187	692,635		21	672,080	30,560	702,640
	20	667,382	30,622	698,004		28	689,912	31,671	721,583
	27	671,532	28,974	700,506					
Dec.	4	636,391	29,414	665,805	June	4	650,054	31,702	681,756
	11	634,226	31,670	665,896		11	657,120	31,198	688,318
	18	641,771	34,116	675,887		18	677,139	31,936	709,075
						25	683,920	34,233	718,153

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AVERAGE PAID CIRCULATION BY QUARTERS for the previous three years and period covered by this report:

Calendar Quarter Ended	1986	1987	1988	1989	1990
March 31		739,697	736,013	722,826	713,940
June 30		751,383	757,683	719,068	708,468
September 30	720,371	733,897	734,746	710,248	
December 31	713,023	726,855	728,852	692,797	

AUDIT STATEMENT

The difference shown in average paid circulation in comparing this report with the Publisher's Statements for the period audited is 12,571 copies per issue deduction from paid circulation.

A Supplemental Data Report consisting of an analysis of circulation by counties for the July 31, 1989 issue was released April 9, 1990 for this publication. Data in that report have been verified as part of this audit.

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To Members of the Audit Bureau of Circulations:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examinations were made in accordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average paid circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average paid circulation.

November, 1991

Audit Bureau of Circulations

(The Sporting News, St. Louis, MO - Page #2 - 04-1143-0 - #156070 - 720 - KGL)

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